JACKSON, NEW HAMPSHIRE

How guests and AI assistants find Christmas Farm Inn & Spa

Prepared by Ethan Hawkes · checked 30 October 2026 (6:27 pm ET) · PDF copy

> **The short version.** Your home page title says "Hotels in North Conway NH" while your address is Jackson, the structured data gives a star rating of "4.4", and it publishes a "$99 - $169" price range that is narrower than what booking sites show.

What we checked

- Your home page, fetched signed out
- Your robots.txt, sitemap and llms.txt
- The structured data (JSON-LD) that search engines and AI assistants read from your home page
- Every finding below is quoted exactly, with the page it came from and the time it was fetched

What we found on your site

Your home page title names the wrong town

“<title>Hotels in North Conway NH | White Mountains Inn</title>”

Source: https://christmasfarminn.com/, fetched 2026-10-30 18:27 ET

Your structured data, your share title ("Jackson NH Hotels & Inns") and booking sites all say Jackson. The title, which search results show first, says North Conway and does not include the inn's name.

A "4.4" star rating in your structured data

“"ratingValue": "4.4"”

Source: https://christmasfarminn.com/, fetched 2026-10-30 18:27 ET

The starRating field is for a hotel class (Travelocity lists you as property class 3). 4.4 looks like a review score; in this field machines may ignore it or read it as a class claim.

Your published price range is narrower than booking sites show

“"priceRange": "$99 - $169"”

Source: https://christmasfarminn.com/, fetched 2026-10-30 18:27 ET

TripAdvisor shows "$79 - $369" for a standard room, and Travelocity found $72 for Nov 23, 2026 (both fetched 30 October). Assistants repeat the range in your data, so it should match your real low and high rates.

Why it matters

Search engines and AI trip planners read the structured data block and the files at the root of your site to learn your basic facts. When those are missing or disagree with what a guest sees, machines either skip them or repeat the wrong version, and fill the gaps from booking sites instead of from you.

4 fixes, ranked

1. **Retitle the home page.**
   For example "Christmas Farm Inn & Spa | Jackson, NH in the White Mountains".
   Web · 10 minutes

2 **Remove starRating or set it to your official class.**

Put review scores in aggregateRating only if they are shown on the page.

Web · 10 minutes

3 **Update priceRange to your real low and high rates.**

Check your booking engine for this season and the holidays. Revenue + web · 15 minutes

4 **Test the home page in Google's Rich Results Test.**

Paste the home page URL into search.google.com/test/rich-results to confirm the hotel block reads the way you want. Web · 15 minutes

If it's useful, I'd welcome 20 minutes to compare notes on how guests are finding independent hotels now. — Ethan Hawkes, Signalry

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Prepared by Ethan Hawkes. Everything here comes from public web pages, fetched signed out on 30 October 2026 (6:27 pm ET). Websites change, so treat each quote as a snapshot at the time shown. Nobody at Christmas Farm Inn & Spa was contacted, and nothing was booked.

Method and evidence